

WCCO-TV

90 SOUTH ELEVENTH STREET, . MINNEAPOLIS MN 55403-2450

WCCO-TV

CONTRACT NO. REV.

1141-53429-1

DATE PRINTED

08/29/12

AND

PAGE 1

246444 AGENCY (OR SERVICE) ACTING AS AGENT FOR 163365 ADVERTISER (OR AGENCY AND ADVERTISER)

NAME THE NEW MEDIA FIRM C/O MUNDY

ALLIANCE FOR A BETTER MINNESOTA

AND 1322 G St SE

1600 University Ave W Ste 309B

ADDRESS Washington DC 20003-3021

Saint Paul MN 55104-3800

USA

USA

CONTACT LAUREN RICHARDS

PRODUCT#1594

LOCAL SALESPERSON Nicole Roy Pol

AGENCY EST. NO.
1594

PRODUCT CODE 1300

NATIONAL SALESPERSON

BROADCAST SCHEDULE STARTING 09/12/12 AND ENDING 09/17/12 NO. WEEKS: 1

Cancellation Notice

Required

Announcement 28 days
prior notice

CBS Television Stations Standard Terms and Conditions for advertising shall apply.

NONDISCRIMINATION POLICY: CBS Television Stations and its Stations do not discriminate in advertising contracts on the basis of race or ethnicity, and will not accept any advertising which is intended to discriminate on the basis of race or ethnicity. Advertiser represents and warrants that it is not purchasing time from CBS Television Stations or its Stations that is intended to discriminate on the basis of race or ethnicity.

| ITEM | DAYS | SPOTS PWK. | TIME | | LENGTH | EFFECTIVE DATES | PROGRAMS | TOTAL BDCST. | UNIT RATE | TOTAL VALUE(1) |
|------|---------|---------------|--------|--------|--------|-------------------|--------------------------|-----------------|-----------|----------------|
| | | | FROM | TO | | | | | | |
| 1 | 00111.. | 3 | 04:58A | 05:58A | 30S | 09/12/12-09/14/12 | SUNRISE THIS MORNING | 3 | 500.00 | 1500.00 |
| 2 | 10000.. | 1 | 04:58A | 05:58A | 30S | 09/17/12-09/17/12 | SUNRISE THIS MORNING | 1 | 500.00 | 500.00 |
| 3 | 00010.. | 1 | 05:58A | 07:00A | 30S | 09/13/12-09/13/12 | THIS MORNING | 1 | 1000.00 | 1000.00 |
| 4 | 00222.. | 6 | 07:00A | 09:00A | 30S | 09/12/12-09/14/12 | CBS THIS MORNING | 6 | 750.00 | 4500.00 |
| 5 | 20000.. | 2 | 07:00A | 09:00A | 30S | 09/17/12-09/17/12 | CBS THIS MORNING | 2 | 750.00 | 1500.00 |
| 6 |1. | 1 | 07:57A | 09:00A | 30S | 09/15/12-09/15/12 | SAT 8AM NEWS | 1 | 600.00 | 600.00 |
| 7 | 00101.. | 2 | 09:00A | 09:58A | 30S | 09/12/12-09/14/12 | JEFF PROBST SHOW | 2 | 425.00 | 850.00 |
| 8 | 10000.. | 1 | 09:00A | 09:58A | 30S | 09/17/12-09/17/12 | JEFF PROBST SHOW | 1 | 425.00 | 425.00 |
| 9 | 00111.. | 3 | 11:58A | 12:30P | 30S | 09/12/12-09/14/12 | NOON NEWS | 3 | 1000.00 | 3000.00 |
| 10 | 10000.. | 1 | 11:58A | 12:30P | 30S | 09/17/12-09/17/12 | NOON NEWS | 1 | 1000.00 | 1000.00 |
| 11 | 00101.. | 2 | 12:30P | 01:00P | 30S | 09/12/12-09/14/12 | THE BOLD & THE BEAUTIFUL | 2 | 550.00 | 1100.00 |
| 12 | 10000.. | 1 | 12:30P | 01:00P | 30S | 09/17/12-09/17/12 | THE BOLD & THE BEAUTIFUL | 1 | 550.00 | 550.00 |
| 13 | 00111.. | 3 | 02:58P | 03:57P | 30S | 09/12/12-09/14/12 | DR. PHIL | 3 | 750.00 | 2250.00 |
| 14 | 10000.. | 1 | 02:58P | 03:57P | 30S | 09/17/12-09/17/12 | DR. PHIL | 1 | 750.00 | 750.00 |

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AS AGENT FOR (ADVERTISER)

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| | | | | | |
|---|--|--------------------------------|---------------------------------------|---------------|---|
| 246444 | AGENCY (OR SERVICE) ACTING AS AGENT FOR 163365 | | ADVERTISER (OR AGENCY AND ADVERTISER) | | Cancellation Notice Required Announcement 28 days prior notice |
| NAME | THE NEW MEDIA FIRM C/O MUNDY | | ALLIANCE FOR A BETTER MINNESOTA | | |
| AND | 1322 G St SE | | 1600 University Ave W Ste 309B | | |
| ADDRESS | Washington | DC 20003-3021 | Saint Paul | MN 55104-3800 | |
| | USA | | USA | | |
| CONTACT | LAUREN RICHARDS | | PRODUCT EST#1594 | | |
| LOCAL SALESPERSON | Nicole Roy Pol | AGENCY EST. NO. 1594 | PRODUCT CODE | 1300 | |
| NATIONAL SALESPERSON | | | | | |
| BROADCAST SCHEDULE STARTING 09/12/12 AND ENDING 09/17/12 NO. WEEKS: 1 | | | | | |

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|------|---------|------------|--------|--------|--------|-------------------|----------------------------|--------------|-----------|----------------|
| | | | FROM | TO | | | | | | |
| 15 | 00101.. | 2 | 04:59P | 05:30P | 30S | 09/12/12-09/14/12 | M-F 5PM NEWS | 2 | 2000.00 | 4000.00 |
| 16 | 00111.. | 3 | 05:59P | 06:30P | 30S | 09/12/12-09/14/12 | M-F 6PM NEWS | 3 | 2500.00 | 7500.00 |
| 17 | 10000.. | 1 | 05:59P | 06:30P | 30S | 09/17/12-09/17/12 | M-F 6PM NEWS | 1 | 2500.00 | 2500.00 |
| 18 |1. | 1 | 06:00P | 06:30P | 30S | 09/15/12-09/15/12 | SATURDAY 6P NEWS | 1 | 1400.00 | 1400.00 |
| 19 |1 | 1 | 05:28P | 05:58P | 30S | 09/16/12-09/16/12 | SUNDAY 5:30P NEWS | 1 | 1500.00 | 1500.00 |
| 20 | 00101.. | 2 | 06:27P | 07:00P | 30S | 09/12/12-09/14/12 | WHEEL OF FORTUNE | 2 | 4000.00 | 8000.00 |
| 21 | 00010.1 | 2 | 10:00P | 10:35P | 30S | 09/13/12-09/16/12 | LATE NEWS M-F/SU | 2 | 3600.00 | 7200.00 |
| 22 |1. | 1 | 10:00P | 10:35P | 30S | 09/15/12-09/15/12 | LATE NEWS SAT | 1 | 2800.00 | 2800.00 |
| 23 | 00101.. | 2 | 10:35P | 11:38P | 30S | 09/12/12-09/14/12 | LATE NIGHT WITH DAVID | 2 | 1000.00 | 2000.00 |
| 24 | 00010.. | 1 | 11:37P | 12:38A | 30S | 09/13/12-09/13/12 | THE LATE LATE SHOW W/CRAIG | 1 | 400.00 | 400.00 |
| 25 | 10000.. | 1 | 11:37P | 12:38A | 30S | 09/17/12-09/17/12 | THE LATE LATE SHOW W/CRAIG | 1 | 400.00 | 400.00 |
| 26 |1. | 1 | 10:35P | 11:05P | 30S | 09/15/12-09/15/12 | STORM STORIES | 1 | 700.00 | 700.00 |
| 27 |1. | 1 | 11:35P | 12:35A | 30S | 09/15/12-09/15/12 | CSI MIAMI | 1 | 250.00 | 250.00 |
| 28 |1 | 1 | 11:00P | 12:00M | 30S | 09/16/12-09/16/12 | CRIMINAL MINDS | 1 | 375.00 | 375.00 |
| 29 |1 | 1 | 12:00M | 01:00A | 30S | 09/16/12-09/16/12 | NUMB3RS | 1 | 200.00 | 200.00 |

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| | | | FROM | TO | | | | | | |
| | | | | | | | Total Contract: | 49 | | 58750.00 |
| Billing Summary | | | | | | | | | | |
| | | | | | Qtr 3-12 | Jul .00 | Aug .00 | Sep 57250.00 | Total 57250.00 | |
| | | | | | | | | | GRAND TOTAL | 57250.00 |

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